

LEO BURNETT U.S.A.
A DIVISION OF LEO-BURNETT COMPANY, INC.

Ad No. 2542-03 - (BUM ONE) - Req. No. M12885 - Page, 4/C - (7 x 10 inches)
Printed in U.S.A.

National Size Magazines, 1989
(604)

If you have
never purchased
one of these,
may we suggest
you bum one.

Find an intelligent friend. Arrange a loan of one
Merit cigarette. Try it. We know you'll enjoy the rich,
satisfying tobacco flavor. And when you realize Merit has even less
tar than other leading lights, your bumming days are over.

Enriched Flavor,[™] low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1989

Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.



2061193146

2542-03